

**July workshop – Marketing 101 for Freelance Editors
With Renée Otmar, DE, Hon. Life member Society of Editors (Victoria)**



This is an extra special workshop as it is the first time the Society has invited an esteemed editor from the East to present for us. Not that we don't have some amazing expertise in our own state; we do, of course. However, Renée Otmar has nearly 20 years' experience as an editor and is a consummate presenter on her topic. She has been awarded the honorary title of Distinguished Editor by IPEd and has a continuing and ongoing interest in developing the expertise of editors across Australia through the accreditation scheme.

If you really need a kickstart when it comes to marketing your freelance editing business, you need this course. If it's all become a bit tedious, you're losing clients, or not gaining new ones, and getting the same kind of work when you want to diversify and expand, you need this course. If you've still got the 500 business cards you printed last year, you need this course!

Here's what some Victorian participants said of Renée's Melbourne course:

'I loved the fact that it was a marketing seminar aimed at editors.'
'Renée brings real-life experience to this topic.'
'I feel I've gained knowledge and marketing tools.'

All business owners need to update their knowledge about their own branding and how to get their names around town.

We hope Renée will be the first of many out-of-state presenters we can invite to rattle our comfortable cages, and help make us dynamic, successful, and respected editors.

Details

When: Saturday 18 July 2009, 10 am – 4 pm

Where: Onedex Training Centre, 50 Goodwood Parade, Burswood

Cost: \$150 members/ \$185 non-members (tea/coffee/light lunch included – please tell us if you have special dietary requirements)

Free parking

Register: by 9 July to Ursula Shaw at u.shaw@bigpond.com

Send cheques to: July Workshop, Society of Editors (WA) Inc, PO Box 99, Subiaco WA 6904

EFT: BSB 806036, Acc 17594, Acct name: Society of Editors (WA Inc), enter your full name in the Reference/Description window

Bookings will be confirmed on receipt of payment.

Training vouchers

If you want to take advantage of the Department of Education and Training's training voucher reimbursement, see http://www.det.wa.edu.au/training/initiatives-events/docs/SBSB_brochure_Final_Version_Feb_08.pdf. To be eligible, you must be either a small business owner/operator or the manager of a not-for-profit organisation that employs fewer than 20 people (full-time and part-time). Eligibility and training must be approved by a Small Business Smart Business administrator **before** training commences. The administrators are listed on the flyer. The vouchers can be used to attend conferences, seminars, coaching or mentoring programs. Training costs of \$100 or less are reimbursed in full. If costs are above \$100, the first \$100 is reimbursed in full, plus 50% of the balance to a maximum of a further \$100 (total can't exceed \$200).